

МІНІСТЕРСТВО ОСВІТИ НАУКИ,
МОЛОДІ ТА СПОРТУ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

МЕТОДИЧНІ ВКАЗІВКИ

для підготовки до складання комплексного вступного іспиту
з англійської мови до магістратури

Затвержено
редакційно-видавничою
радою університету,
протокол № 1 від 20.06.2012

Харків
НТУ «ХПІ»
2013

Методичні вказівки для підготовки до складання комплексного вступного іспиту з англійської мови до магістратури / Уклад.: Томілін О.М., – Х.: НТУ «ХПІ», 2013. – 64 с.

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ВСТУП

Методичні вказівки для підготовки до складання комплексного вступного іспиту з англійської мови до магістратури являють собою допоміжний матеріал, який може бути використано під час або після практичного курсу іноземної мови. Метою методичних вказівок є допомога студентам при підготовці вступних іспитів до магістратури, шляхом надання їм зразків тестів для перевірки своїх умінь і навичок, набутих в курсі іноземної мови в рамках отримання ступеня бакалавра.

Дані методичні вказівки для підготовки до складання комплексного вступного іспиту з англійської мови до магістратури призначаються, в основному, для позааудиторної роботи зі студентами, які навчаються на факультетах КІТ, БФ, ЕК і ЕІМ, а також зі студентами споріднених спеціальностей. Посібник укладено з урахуванням відмінностей у професійній підготовці майбутніх фахівців. Зміст першої частини посібника присвячено економічним та бізнес спеціальностям, відповідно другої частини – комп'ютерним спеціальностям.

Завдання даних методичних вказівок націлені на забезпечення розвитку стійких навичок і умінь при роботі зі складними тестами, тому вони можуть використовуватися при навчанні студентів правилам граматики, лексики, а також у роботі з текстами за фахом. Лексичне наповнення тестів забезпечує засвоєння необхідної на даному етапі лексики. У свою чергу, граматичні структури тестів сприяють не тільки повторенню вже відомих студентам конструкцій, а й дають їм можливість ознайомитися і попрацювати з новими для них граматичними явищами.

Не менш важливою метою даних методичних вказівок є перевірка навичок роботи студентів з текстами, що містять професійну інформацію.

Структура тестів передбачає роботу з перевірки навичок та вмінь аналізувати текстові структури, що забезпечується наявністю післятекстових завдань, які допомагають організувати позааудиторну роботу з перевірки рівня знань та умінь студентів, заповнюючи тим самим прогалини, можливі у найменш підготовлених студентів. Крім цього, завдання, подані після текстів, що підлягають анотуванню, спрямовані на формування навичок компресії інформації. Така побудова завдань забезпечує найбільш повну і якісну перевірку знань і умінь студентів, що складають відповідний іспит.

ПРОГРАМА
КОМПЛЕКСНОГО ВСТУПНОГО ІСПИТУ
З ІНОЗЕМНОЇ МОВИ ПРИ ПРИЙОМІ НА НАВЧАННЯ ДЛЯ
ЗДОБУТТЯ ОСВІТНЬО-КВАЛІФІКАЦІЙНОГО РІВНЯ «МАГІСТР»

Мета і головні завдання

Програма комплексного вступного іспиту розрахована на студентів, які здобули освітньо-кваліфікаційний рівень бакалавр.

Вимоги до студентів, які здають вступне випробування

Студенти повинні вміти:

- володіти іноземною мовою на рівні незалежного користувача підрівня “B2” і спілкуватися нею з дотриманням фонетичних, лексичних та граматичних норм в різних ситуаціях в межах опанованих комунікативних та лінгвокраїнознавчих тем;
- розуміти основні ідеї та більш детальну інформацію з урахуванням знань та навичок, отриманих в практичному курсі іноземної мови та інших курсах, які викладалися студентам;
- реферувати і анотувати іноземною мовою суспільно-політичні, публіцистичні та науково-популярні тексти;
- письмово викладати основний зміст прослуханого на англійській мові тексту з використанням вивчених мовленнєвих зразків та вміти висловити свою точку зору відносно прослуханого;
- здійснювати письмовий переклад текстів з іноземної мови на рідну і з рідної на іноземну в межах опанованого лексико-граматичного матеріалу;
- користуватися словниками та довідниковою літературою.

Структура вступного випробування

Комплексне вступне випробування з практичного курсу основної іноземної мови передбачає перевірку і оцінку сформованості у студентів мовної, мовленнєвої та соціокультурної компетенції, наявності у них знань основ мови, а також здатності та готовності реалізувати здобуті знання та вміння в майбутній практичній діяльності.

Комплексне вступне випробування проводиться у вигляді письмового іспиту, який складається з трьох частин, перша з яких є нормативною частиною, а дві інші становлять варіативну частину і відрізняються в залежності від факультету та спеціальності.

1. Контрольне завдання, яке містить 30 питань в формі лексико-граматичного тесту. Пропоновані завдання побудовані за принципом множинного вибору. На виконання цього завдання надається 70 хвилин.

2. Читання та розуміння автентичного загальнонаукового тексту розміром приблизно 1500 друкованих знаків за спеціальністю, під час якого студенту пропонується виконати завдання в формі відповідей на п'ять питань «Так» або «Ні» (True/False) за змістом прочитаного. На виконання цього завдання надається 40 хвилин.

3. Анотування статті (приблизно 2500-3000 друкованих знаків) англійською мовою з метою перевірки здатності студента зрозуміти основну ідею тексту, його сутність деталі та структуру, виявити головні думки та конкретну інформацію з урахуванням особливостей наданого дискурсу. На виконання цього завдання студентам також надається 40 хвилин.

Критерії оцінювання на вступному іспиті з іноземної мови

Загальні положення

Результати усіх видів вступного випробування визначаються оцінками **“відмінно”, “добре”, “задовільно”, “незадовільно”**.

Загальна оцінка вступного випробування визначається із окремих оцінок, одержаних студентом на письмовому екзамені.

1. Оцінювання лексико-граматичного тесту здійснюється за принципом: **“одна правильна відповідь – один бал”**

Критерії оцінки:

30 – 25 балів	– “відмінно”
24 – 19 балів	– “добре”
18 – 13 балів	– “задовільно”
12 балів та менше	– “незадовільно”

2. Читання та розуміння автентичного загальнонаукового тексту оцінюється за наступними критеріями:

0 помилкова відповідь	– “відмінно”
1 помилкові відповіді	– “добре”
2 помилкові відповіді	– “задовільно”
3 помилкові відповіді	– “незадовільно”

3. Анотування статті англійською мовою оцінюється за такими параметрами:
– зміст, інформативність;

- організація тексту, зв'язність;
- лексична, граматична, орфографічна правильність;
- варіативність вибору лексичних одиниць;
- синтаксична відповідальність мовних засобів.

Критерії оцінок письмового завдання:

Анотування статті оцінюється:

“відмінно” – якщо головна думка тексту передана повністю, без помилок або допущена неточна передача змісту оригіналу на рівні слова або словосполучення, що не несуть суттєвої інформації. Незначні стилістичні помилки не приймаються до уваги.

“добре” – головна думка тексту передана повністю, але наявна неточна передача змісту на рівні речення, що несе інформацію вторинного значення (додаткову, побічну) і ця неточність не веде до спотворення змісту інформації первинного плану. Припускається декілька незначних орфографічних та стилістичних помилок.

“задовільно” – головна думка тексту передана повністю, але допущена неточна передача змісту (спотворення змісту) на рівні речення або абзацу, що несуть інформацію первинного значення, тобто інформацію, що веде до спотворення головної думки даного речення або абзацу, наявні 2-3 грубі лексичні або граматичні помилки.

“незадовільно” – головна думка тексту передана неповністю, зі значними спотвореннями змісту всієї статті, при наявності більш ніж 4 грубих лексичних або граматичних помилок та загальній стилістичній неповноцінності анотації.

При трьох окремих оцінках на письмовому екзамені студент отримує “відмінно”, якщо в окремих оцінках не більш однієї оцінки “добре”, а інші – “відмінно”; “добре” або “задовільно”, якщо в окремих оцінках не більш однієї оцінки “задовільно” або “незадовільно” відповідно; “незадовільно”, якщо не виконані вимоги на “задовільно” Пріоритетною при виставленні загальної оцінки за завдання є третя частина (анотування статті).

Державний комплексний іспит з практичного курсу основної іноземної мови та практики перекладу передбачає перевірку і оцінку сформованості у студентів мовної, мовленнєвої та соціокультурної компетенції, наявності у них знань основ теорії мови, а також здатності та готовності реалізувати здобуті знання та вміння в майбутній практичній діяльності.

ЧАСТИНА ПЕРША

Варіант 1

1. Оберіть правильний варіант (а, б, с або d)

1. The party _____ not so interesting. It is good I didn't go there.
a) was b) will be c) would be d) were
2. Mrs. Smith has to do much more work now, because her partner _____ a business trip.
a) has b) has had c) is having d) would have
3. If I _____ you, I would never buy the business suit like this one.
a) would be b) will be c) were d) am
4. The questions about economic crisis _____ by the journalists yet.
a) hasn't been asked c) have been asked
b) haven't been asked d) has been asked
5. The "Economics" text-book is worth _____.
a) to read b) reading c) to be read d) read
6. The Japanese natural disaster made people _____ about their attitude to nature and other problems of the humanity.
a) to have thought b) to think c) to be thought d) think
7. _____ than 30% of the employees of that company are not satisfied with their working conditions.
a) moreover b) so many c) both d) more
8. It takes several minutes for the application form _____ an appropriate way.
a) fills in b) filled in c) will fill in d) to be filled in
9. The scientists _____ the engine for ten years, before they made a success.
a) were developing c) had been developed
b) had been developing d) developed
10. The company needs more employees _____ it can become a market leader.
a) so that b) due to c) in order to d) because of
11. The firm produces a great range of products for the local market, _____.
a) for its competitor to develop a completely new product for the global market
b) while its competitor develops a completely new product for the global market

- c) in order for its competitor to develop a completely new product for the global market
- d) so that its competitor develops a completely new product for the global market

12. _____ the president of the corporation has just made his decision.

- a) For the sound of these right arguments
- b) No matter how right these arguments may sound
- c) In order for these arguments to sound
- d) Though the sound of these arguments is right

13. CEO hasn't been elected yet. _____ trying to get this position.

- a) as a result every member of the top management are still
- b) still every member of the top management is
- c) while every member of the top management still is
- d) as a result every member of the top management is still

14. The more she reads books, _____.

- a) the more information she knows
- b) she knows enough information
- c) she knows more information
- d) the less information she knows

15. This famous actress has got the Oscar as the actress in a leading role for being _____.

- a) either talented or intelligent
- b) not only talented but also intelligent
- c) neither talented and nor intelligent
- d) more talented than intelligent

16. There is a special device that is used by the police and helps to identify _____ .

- a) by the truth what the person tells
- b) by the person what is the truth
- c) if the truth exists in it
- d) if the person tells the truth

17. The employees of the corporation thought their president was always right because _____.

- a) there were a lot of unfair dismissals
- b) not a lot of dismissals were
- c) there wasn't fair dismissals
- d) there was no unfair dismissal

18. It has already been written in the mass media that a new breakthrough in the modern science _____.

- a) makes the previous development in the sphere as greatly influenced
- b) is greatly influenced by the previous development in the sphere
- c) is influenced such as the sphere of the previous development to make it great
- d) makes the sphere greatly influenced the previous development

19. The supplier provided the goods of not only a high quality, _____ so

that it didn't have so many customers.

- a) and a low one b) but also a low one c) so a low one d) a low one also

20. The device developer didn't know exactly what result _____ at the end of the experiment.

- a) to achieve b) will be achieved c) would be achieved d) had achieved

Оберіть правильний варіант (а, б, с або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. A permanent job doesn't finish after a fixed period in comparison with a temporary one.

- a) constant b) part-time c) non-fixed d) responsible

22. The president of the company is completely satisfied with the work done by his employees.

- a) furious b) managed c) frustrated d) pleased

23. The company hires a new staff by giving a lot of advertisements in the press every year.

- a) has b) recruits c) gets d) obtains

24. When a person wants to get a job, he or she submits a CV to the future employer.

- a) application form b) cover letter c) resume d) biography

25. This routine work is done by "Microsoft" top management.

- a) unhappy b) everyday c) rough d) hard

26. The company has a small plant, thus it's difficult to meet every need of its customers.

- a) satisfy b) develop c) do d) make

27. The goods were sold simultaneously in all the supermarkets in the city.

- a) in some time b) carefully c) at the same time d) skillfully

28. The price for this product is too high so that not so many people can afford it.

- a) cost b) expenditure c) commission d) tax

29. The personnel of this company is highly-skilled so that every person gets the highest salary.

- a) management b) people c) staff d) subordinates

30. The members of the board of directors have been arguing over the merging with another company since morning.

- a) quarreling b) talking c) making a contract d) disputing

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

WHY EXCHANGE RATES CHANGE

An exchange rate is the price at which one currency can be exchanged for another (e.g. how many yen are needed to buy a euro). In theory, exchange rates should be at the level that gives purchasing power parity (PPP). This means that the cost of a given selection of goods and services (e.g. a loaf of bread, a kilowatt of electricity) would be the same in different countries. So if the price level in a country increases because of inflation, its currency should depreciate – its exchange rate should go down in order to return to PPP. For example, if inflation increases in the US, the dollar exchange rate should go down so that it takes more dollars to buy the same products in other countries.

In fact, PPP does not work, as exchange rates can change due to currency speculation – buying currencies in the hope of making a profit. Financial institutions, companies and rich individuals all buy currencies, looking for high interest rates or short-term capital gains if a currency increases in value or appreciates. This means exchange rates change due to speculation rather than PPP. Over 95% of the world's currency transactions are purely speculative, and not related to trade. Banks and currency traders make considerable profits from the spread between a currency's buying and selling prices.

1. Purchasing power parity is a theory that doesn't apply in reality.
2. Inflation should lead to an increase in the value of a country's currency.
3. Speculators generally sell currencies if their interest rate rises.
4. Speculators buy currencies when they expect their value to increase.
5. A lot more currency is exchanged for buying or selling goods than for speculation.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Guiding your presentation

By Sarah Whitney

Before you even open up PowerPoint, sit down and really think about the day of your presentation. What is the real purpose of your talk? Why is it that you were asked to speak? What does the audience expect? In your opinion, what are the most important parts of your topic for the audience to take away from your, say, 50-minute presentation? Remember, even if you've been asked to share information, rarely is the mere transfer of information a satisfactory objective from the point of view of the audience. After all, the audience could always just read your book (or article, handout, etc.) if information transfer were the only purpose of the meeting, seminar, or formal presentation.

Before you begin to formulate the content of your presentation, you need to ask yourself many basic questions with an eye to becoming the best possible presenter for that particular audience. At the very least, you need to answer the basic "W questions."

Who is the audience? What are their backgrounds? How much background information about your topic can you assume they bring to the presentation?

- What is the purpose of the event? Is it to inspire? Are they looking for concrete practical information? Do they want more concepts and theory rather than advice?

- Why were you asked to speak? What are their expectations of you?
- Where is it? Find out everything you can about the location and logistics of the venue.

- When is it? Do you have enough time to prepare? What time of the day? If there are other presenters, what is the order (always volunteer to go first or last, by the way). What day of the week? All of this matters.

No matter how great your delivery, or how professional and beautiful your supporting visuals, if your presentation is not based on solid content, you cannot succeed. Don't get me wrong, I am not saying that great content alone will carry the day. It almost never does. Great content is a necessary condition, but not a sufficient one. But your presentation preparation starts with solid content (appropriate for your audience) which you then build into a winning story that you'll use to connect with your audience.

A word of caution: Though I am emphasizing how important content is, I also am begging you to spare your audience a "data dump." A data dump – all

too common unfortunately – is when a presenter crams too much information into the talk without making the effort to make the information or data applicable to the members of the audience. A data dump also occurs when data and information do not seem to build on the information that came earlier in the presentation. Sometimes it almost seems that the presenter is either showing off, or more likely, is simply afraid that if he does not tell the “whole story” by giving reams of data, the audience will not understand his message. Do not fall into the trap of thinking that in order for your audience to understand anything, you must tell them everything which brings us to the idea of simplicity.

Simple does not mean stupid. Frankly, thinking that the notion of simplifying is stupid is just plain, well, “stupid.” Simple can be hard for the presenter, but it will be appreciated by the audience. Simplicity takes more forethought and planning on your part because you have to think very hard about what to include and what can be left out. What is the essence of your message? This is the ultimate question you need to ask yourself during the preparation of your presentation. Here’s a simple exercise:

I suggest you start your planning in “analog mode.” That is, rather than diving right into PowerPoint (or Keynote), the best presenters often scratch out their ideas and objectives with a pen and paper. Personally, I use a large whiteboard in my office to sketch out my ideas (when I was at Apple, I had one entire wall turned into a whiteboard!). The whiteboard works for me as I feel uninhibited and freer to be creative. I can also step back (literally) from what I have sketched out and imagine how it might flow logically when PowerPoint is added later. Also, as I write down key points and assemble an outline and structure, I can draw quick ideas for visuals such as charts or photos that will later appear in the PowerPoint. Though you may be using digital technology when you deliver your presentation, the act of speaking and connecting to an audience – to persuade, sell, or inform – is very much analog.

From Economist

Вариант 2

1.Оберіть правильний варіант (a, b, c або d)

1. 1. If we _____ the money on the building, I don't think we'll have enough for the equipment.
a) will spend b) had spent c) spend d) spent
2. By this time next year I _____ all my exams.
a) will finish b) will have finished c) finish d) finished
3. As soon as she came in I knew I _____ her before.
a) have seen b) saw c) had seen d) am seeing
4. We all know that sea levels _____ for the last 20 years.
a) rose b) rises c) have been rising d) has risen.
5. A British power company _____ a commercially viable site for a wind farm in the north of England)
a) recently identified c) will recently identify
b) recently identifies d) has recently identified
6. The Sao Paulo Athletic Club _____ in 1988 by a group of British men who played mainly cricket.
a) have formed b) formed c) was formed d) had been formed
7. In recent years the amount of money earned by top sportsmen and women _____ and attracted a lot of media attention.
a) risen b) has risen c) have risen d) will rise
8. Last week Nestle's chief executive _____ a strategic acquisition and a new growth opportunity.
a) announces b) has announced c) announced d) was announcing.
9. She's an old friend – I _____ her for years.
a) have known b) know c) knew d) has known.
10. Several experts argued that customers _____ a tendency to put off their purchases to the last minute.
a) show b) have shown c) had shown d) are showing
11. I'll tell Anna all the news when I _____ her
a) had seen b) will see c) see d) shall see
12. Where's Robert? _____ a shower?
a) Does he have b) Has he c) Has he got d) Is he having

13. Why did you leave the meeting early? _____ I didn't feel very well.
a) Away b) Because c) While d) Like

14. The chemist's was open, so luckily I _____ buy some aspirin.
a) couldn't b) can c) did can d) was able to.

15. We can't go along here because the road is _____.
a) been repaired b) being repaired c) repair d) repaired

16. The driver was arrested for failing _____ an accident.
a) of report b) reporting c) to report d) report

17. We went to the cinema but we _____ the film.
a) didn't enjoy b) didn't enjoyed c) don't enjoy d) haven't enjoyed

18. Let's stop and have a coffee. _____ a café over there. Look!
a) Is b) It's c) There d) There's.

19. The similarities between the World Cam and Parmalat financial disasters are really quite _____.
a) strike b) striking c) was striking d) strikes

20. There were many interruptions _____ the Prime Minister's speech.
a) at b) for c) during d) while

Оберіть правильний варіант (а, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. The new law says it's essential that you use recyclable products
a) renewable b) available c) profitable d) obtainable

22. Just because it's specially designed, this tiny pen costs over \$ 200.
a) developed b) used c) nominated d) defined

23. I think our society is completely based on consumerism these days.
All we do is shop.

a) acquisition b) distribution c) deregulation d) fluctuation

24. Can we make any modifications to the design?
a) imitations b) impacts c) alterations d) stimulations

25. Can we deflect the asteroid so it doesn't hit us?
a) modify b) test c) divert d) explore

26. Let's run another simulation on the computer to see what will happen in a real situation.

a) modification b) devastation c) system model d) innovation

27. People should be aware of the ecological threats caused by this kind of production.

- a) ignorant b) careful c) conscious d) opposite

28. You really get to know the person before you make a professional or a business companionship.

- a) presentation b) fellowship c) introduction d) imagination

29. The journalist refused to disclose the source of his information.

- a) enclose b) propose c) reveal d) develop

30. The minister refused to say whether all the coal mines would be closed.

- a) ensure b) bothered c) agreed d) rejected

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

BUYING AND SELLING SHARES

After newly issued shares have been sold (usually by investment banks) for the first time – this is called the primary market – they can be repeatedly traded at the stock exchange on which the company is listed, on what is called the secondary market.

Major stock exchanges, such as New York and London, have a lot of requirements about publishing financial information for shareholders. Most companies use over-the-counter (OTC) markets, such as NASDAQ in New York and the Alternative Investment Market (AIM) in London, which have fewer regulations.

The nominal value of a share – the price written on it – is rarely the same as its market price – the price it is currently being traded at on the stock exchange. This can change every minute during trading hours, because it depends on supply and demand – how many sellers and buyers there are. Some stock exchanges have computerized automatic trading systems that match up buyers and sellers. Other markets have market makers: traders in stocks who quote bid (buying) and offer (selling) prices. The spread or difference between these prices is their profit or mark-up. Most customers place their buying and selling orders with a stockbroker: someone who trades with the market makers.

1. Stocks that have already been bought at least once are traded on the primary market.

2. NASDAQ and the AIM have more regulations than the New York Stock Exchange and the London Stock Exchange.

3. The market price of stocks depends on how many buyers and sellers there are.

4. Automatic trading systems do not require market makers.

5. Market makers make a profit from the difference between their bid and offer prices.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Ford Outsell GM for First Time in a Year as Explorer Gains

April 1 (Bloomberg) – Ford Motor Co. outsold General Motors Co. for the first time in more than a year and the second time in the past 13 years in March as GM offered smaller discounts and Ford boosted sales of new or refreshed models.

Ford's light-vehicle deliveries in the month increased to 212,295, topping GM's sales of 206,621, the companies said today. GM's 9.6 percent sales gain trailed five analysts' average estimate for a 20 percent gain. Ford's 16 percent increase topped the average estimate for a 13 percent advance.

GM reduced discounts by \$600 to \$800 per vehicle in March from February, dropping them below the industry average of about 10 percent of selling prices, Don Johnson, GM's vice president of U.S. sales, said yesterday. Ford, which doubled sales of the redesigned Explorer sport-utility vehicle, last beat GM's sales in February 2010 and during a GM strike in August 1998.

"Ford is clearly winning the overall war here," said Mitchell Stapley, who helps oversee \$17.7 billion as chief fixed-income officer at Fifth Third Asset Management in Grand Rapids, Michigan. "GM hasn't had the organic sales growth without rebates that they need to be able to say they've regained momentum from Ford."

GM rose \$1.45, or 4.7 percent, to \$32.48 at 2:13 p.m. in New York Stock Exchange composite trading. Ford gained 44 cents, or 3 percent, to \$15.35.

Chrysler Group LLC, the third-largest U.S. automaker, reported a 31 percent increase in sales for the month, beating the 20 percent average estimate of five analysts surveyed by Bloomberg.

Japan Earthquake

The March 11 Japan earthquake that shut factories of auto manufacturers and their suppliers may not have a “significant” impact on industry sales, GM’s Johnson said today. He repeated GM’s forecast from earlier this year that U.S. auto sales may rise to 13 million to 13.5 million in 2011, including medium-and heavy-duty vehicles.

“Based on everything I see now, I just don’t see a significant slowdown happening,” Johnson said on a conference call.

Ford said today in a regulatory filing that the earthquake may “adversely affect” its financial condition. The automaker’s truck plant in Louisville, Kentucky, will be closed next week due to a parts shortage, Ford said today on a conference call. The factory makes F-Series pickups and the Lincoln Navigator and Ford Expedition SUVs, according to its website.

GM Inventory

GM ended March with inventory of about 574,000 vehicles, 57,000 more than a month earlier, according to today’s statement. The automaker’s increased sales of the Chevrolet Cruze helped double GM’s share in the compact-car segment to more than 11 percent in the first quarter, from 5.4 percent in the same period a year earlier.

Ford’s sales of the Explorer climbed to 12,482, while the new Fiesta small car set a monthly record of 9,787 deliveries. Sales of the Fusion sedan climbed 21 percent to 27,566.

“The margin is larger than we expected,” Michelle Krebs, a senior analyst at Edmunds.com, said of Ford’s victory today in an interview. “Ford has a lot of momentum right now, and GM is suffering a hangover from the aggressive incentives they offered in January and February.”

Automakers’ average incentive spending may have fallen to \$2,346 per vehicle sold in March, an 8.6 percent drop from February, according to Edmunds. That’s the biggest February-to-March decline since Edmunds began tracking the data in 2002, the Santa Monica, California-based researcher said.

– *With assistance from Alan Ohnsman in Los Angeles. Editors: Kevin Orland, Jamie Butters*

From the Washington Post

Вариант 3

1. Оберіть правильний варіант (a,b,c або d)

1. My mother _____ by air.

- a) never has traveled c) has never travel
b) has never travelled d) is never traveled

2. If I _____ the signal, I would have stopped.

- a) see b) has seen c) would have seen d) had seen

3. These houses _____ 100 years ago.

- a) were building b) are built c) were built d) built

4. Unfortunately, environmentalists _____ any significant results in their fight against warming.

- a) haven't achieved b) achieved c) have achieved d) will achieve

5. Save our Earth (SOE) is an organization founded two years ago. Its aim is _____ awareness among young people of environmental issues.

- a) raising b) having raised c) to raise d) to have raised

6. After _____ as a player he continued to be a referee until the age of 50.

- a) retires b) retired c) to retire d) retiring

7. I'm busy at the moment. I _____ on the computer.

- a) work b) am work c) am working d) working

8. _____ he has a great sense of humour or he is simply trying to distract attention from the real strategic issue.

- a) Neither b) Another c) Other d) Either

9. Investors _____ for indicators of the pace of economic growth were disappointed by the results obtained.

- a) looks b) are looking c) to look d) looking

10. _____ men still work for Nestle in other countries.

- a) Every b) Each c) Both d) Either

11. At this time tomorrow _____ over the Atlantic.

- a) we flying b) we'll be flying c) we'll fly d) we to fly

12. I _____ like that coat. It's really nice.

- a) am b) do c) very d) yes

13. I really enjoyed the disco. It was great, _____?

- a) is it b) isn't it c) was it d) wasn't it.

14. "I was late for work today." – "_____"
- a) So was John. b) Either John was. c) So John was. d) So wasn't John.
15. I'm going to go out and _____.
- a) have cut my hair b) have my hair cut c) let my hair cut d) my hair be cut.
16. Someone suggested _____ for a walk.
- a) go b) going c) of going d) to go.
17. The police want _____ anything suspicious.
- a) that we report b) us reporting c) us to report d) we report.
18. "My bag is very heavy." – "I _____ it for you."
- a) 'm carrying b) 'll carry c) carry d) am going to carry.
19. Changes in financial trends are so _____ nowadays that I can't keep with them.
- a) fastest b) faster c) fast d) fasty.
20. Production at the factory was seriously affected _____ the strike.
- a) at b) in c) about d) during
- Оберіть правильний варіант (а, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.**
21. The journalist refused to disclose the source of his information.
- a) enclose b) propose c) reveal d) develop
22. If you can't find what you want in this chapter, look it up in the directory.
- a) guide b) brochure c) newspaper d) magazine
23. I'm thinking of changing my job because there are few prospects of promotion.
- a) chances b) arguments c) reduction d) assumption
24. It's claimed that government privatization plan means that at least a thousand workers will become redundant.
- a) will be promoted b) will be fired c) will be awarded d) will be marked
25. The World Bank has criticised the United States for not giving enough financial aid to the East European countries.
- a) help b) allowance c) loan d) premium
26. Being a teacher, I shop at stores which offer a discount to teachers.

- a) deduction b) cost reduction c) rebate d) subsidy

27. We demanded pay rises to take into account the rate of inflation

- a) to borrow c) to take possession of
b) to endure d) to take into consideration

28. Anti-smoking companies target their marketing at the young, giving out free cigarettes in clubs.

- a) appreciate b) value c) charge d) aim at

29. You are obliged to present an electronic version of your report.

- a) informed b) known c) required d) proposed

30. Jean has inherited a lot of money.

- a) invested b) come into a fortune c) neglected d) abandoned

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

EYE CONTACT

In many Western societies, including the United States, a person who does not maintain “good eye contact” is regarded as being slightly suspicious, or a “shifty” character. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese children are taught in school to direct their gaze at the region of their teacher’s Adam’s apple or tie knot, and, as adults, Japanese lower their eyes when speaking to a superior, a gesture of respect.

Latin American cultures, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is considered rude to stare – regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and to blink his eyes to let the speaker know he or she has been understood as well as heard. Americans signal interest and comprehension by bobbing their heads or grunting.

A widening of the eyes can also be interpreted differently, depending on circumstances and culture. Take, for instance, the case of an American and a

Chinese discussing the terms of a proposed contract. Regardless of the language in which the proposed contract is carried out, the US negotiator may interpret a Chinese person's widened eyes as an expression of astonishment instead of as a danger signal (its true meaning) of politely expressed anger.

Adapted from Managing Cultural Differences, Fourth Edition, by Phillip R. Harris and Robert T. Moran. © 1996 by Gulf Publishing Company, Houston, Texas.

- 1 Americans associate people who avoid eye contact as unfriendly.
- 2 Japanese children are taught in school to look directly into the eyes.
- 3 Americans signal interest and comprehension by blinking their eyes.
- 4 For the US negotiator a Chinese person's widened eyes express astonishment.
- 5 A Chinese person's widened eyes are a danger signal of politely expressed anger.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Mergers and Acquisitions in Telecom Sector – Telecommunications Industry mergers and acquisitions

By Fiona Lynne

The number of mergers and acquisitions in Telecom Sector has been increasing significantly. Telecommunications industry is one of the most profitable and rapidly developing industries in the world and it is regarded as an indispensable component of the worldwide utility and services sector. Telecommunication industry deals with various forms of communication mediums, for example mobile phones, fixed line phones, as well as Internet and broadband services.

Currently, a slew of mergers and acquisitions in Telecom Sector are going on throughout the world. The aim behind such mergers is to attain competitive benefits in the telecommunications industry.

The mergers and acquisitions in Telecom Sector are regarded as horizontal mergers simply because of the reason that the entities going for merger or acquisition are operating in the same industry that is telecommunications industry.

In the majority of the developed and developing countries around the world, mergers and acquisitions in the telecommunications sector have become a necessity. This kind of mergers also assists in creation of jobs.

Both transnational and domestic telecommunications services providers are keen to try merger and acquisition options because this will help them in many ways. They can cut down on their expenses, achieve greater market share and accomplish market control.

Mergers and acquisitions in the telecommunications sector have been showing a prosperous trend in the recent past and the economists are advocating that they will continue to do so. The majority of telecommunication services providers have understood that in order to grow globally, strategic alliances and mergers and acquisitions are the principal devices.

Private sector investment and FDI (Foreign Direct Investment) have also boosted the growth of mergers and acquisitions in the telecommunications sector.

Over the last few years, a phenomenal growth has been witnessed in the number of mergers and acquisitions taking place in the telecommunications industry. The reasons behind this development include the following:

- Deregulation
- Introduction of sophisticated technologies (Wireless land phone services)
- Innovative products and services (Internet, broadband and cable services)

Economic reforms have spurred the growth in the mergers and acquisitions industry of the telecommunications sector to a satisfactory level.

Mergers and acquisitions in Telecom Sector can also have some negative effects, which include monopolization of the telecommunication products and services, unemployment and others. However, the governments of various countries take appropriate steps to curb these problems.

In countries like India, mergers and acquisitions have increased to a considerable level from the mid 1990s. In the United States, the mergers and acquisitions in the telecommunications sector are going on in a full-fledged manner.

The mergers and acquisitions in the telecommunications sector are governed or supervised by the regulatory authority of the telecommunication industry of a particular country, for instance the Telecom Regulatory Authority of India or TRAI. The regulatory authorities always keep a tab on the telecommunications industry so that no monopoly is formed.

From Economist

Варіант 4

1. Оберіть правильний варіант (а, b, c або d).

1. Do you think it's worth _____ an air-conditioner installed in our office?
a) will be having b) having c) to have been d) to have
2. I'm absolutely sure that the new design _____ improve sales.
a) have to b) could be c) are d) will
3. He denied _____ the money from the budget of the corporation.
a) to take b) to have taken c) take d) having taken
4. I can't really help you, I'm afraid. You'll have to find someone _____ knowledge of Excel is better than mine.
a) who's got b) whose c) which d) that
5. We _____ our target of 30,000 registered users of the website by the end of the year.
a) will reach b) will have reached c) will be reaching d) going to reach
6. I _____ to work for a company if I thought they discriminated against anyone on account of their colour or race.
a) wouldn't want b) wouldn't have wanted c) hadn't wanted d) didn't want
7. The report warned Stone & Co _____ the legal action as the weight of evidence was heavily against the company.
a) do not contest b) not contesting c) not to contest d) to not contest
8. Lie detectors _____ in the USA since the 1950s but they remain controversial and their results are not always accepted by courts.
a) were widely used c) have widely used
b) were being widely used d) have been widely used
9. Cheque volumes _____ a peak in 1990 but usage has fallen since then, mainly owing to increased use of plastic cards and direct debits by personal customers.
a) reached b) were reaching c) have reached d) had reached
10. He's very funny. He makes _____.
a) me laugh b) me laughing c) me to laugh d) me laughed
11. Just a few years ago many companies _____ a commitment to create entirely new product categories through innovative technologies.
a) have combined b) were combining c) had combined d) were combined
12. I went to the shop _____ a newspaper.

- a) for buy b) to buying c) to buy d) buy

13. Do you know when _____?

- a) will they come b) shall they come c) they will come d) would they come

14. "Have you ever been to China?" "Yes, I _____ there in 1990."

- a) have gone b) went c) had been d) have been

15. Despite evidence to the contrary, the company refused _____ any charges of racial discrimination.

- a) having accepted b) accept c) accepting d) to accept

16. _____ several weeks of intense negotiations, we finally reached an agreement on price.

- a) Before b) After c) During d) Since

17. Lifestyle brands _____ Nike or Virgin may be better equipped to market 3G services than Europe's global telecoms groups.

- a) similar b) such as c) the same as d) as well as

18. We are very sorry, but that particular vacancy _____ filled.

- a) has just been b) was just c) has just d) just

19. _____ such healthy brand recognition and its website carrying 14,000 vacancies, increasing losses have forced the company into liquidation.

- a) however b) because c) despite d) although

20. We are happy to provide capital when they need it. It's a close working relationship and they keep us _____ at all times.

- a) inform b) to inform c) informing d) informed

Оберіть правильний варіант (a, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. It is now common corporate policy for a company to have a mission statement explaining the aims of the business.

- a) strategic b) domestic c) international d) organizational

22. You should speak more loudly and more slowly when you want to emphasize an important point.

- a) introduce b) stress c) discover d) report

23. The North Americans consume more energy and resources than any other nation.

- a) use b) generate c) make d) apply

24. One of the most important skills to learn is how to utilize your time effectively.
a) take notice of b) pay attention to c) take care of d) make use of
25. The outcome of the experiment was a complete surprise to everyone.
a) beginning b) start c) result d) launch
26. He is a pleasant colleague, and very proficient at his job.
a) skilled b) profitable c) popular d) active
27. They declared that they had been the first to discover those facts.
a) proposed b) introduced c) stated d) demonstrated
28. The theory proved to be correct and was a major breakthrough in the history of science.
a) true b) valuable c) unique d) false
29. Communication between researchers depends on precise definition of concepts and ideas.
a) faulty b) broad c) accurate d) standard
30. The results obtained signify that we still know very little about these phenomena.
a) convince b) disprove c) guarantee d) indicate

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

TELEPHONING ACROSS CULTURES

Many people are not very confident about using the telephone in English. However, good preparation can make telephoning much easier and more effective. Then, once the call begins, speak slowly and clearly and use simple language.

Check that you understand what has been said. Repeat the most important information, look for confirmation. Ask for repetition if you think it is necessary.

Remember too that different cultures have different ways of using language. Some speak in a very literal way so it is always quite clear what they mean. Others are more indirect, using hints, suggestions and understatement (for example “not very good results” = “absolutely disastrous”) to put over their message. North America, Scandinavia, Germany and France are “explicit” countries, while the British have a reputation for not making clear exactly what

they mean. One reason for this seems to be that the British use language in a more abstract way than most Americans and continental Europeans. In Britain there are also conventions of politeness and a tendency to avoid showing one's true feelings. For example if a Dutchman says an idea is 'interesting' he means that it is interesting. If an Englishman says that an idea is 'interesting' you have to deduce from the way he says it whether he means it is a good idea or a bad idea.

Meanwhile, for similar reasons Japanese, Russians and Arabs –“subtle” countries – sometimes seem vague and devious to the British. If they say an idea is interesting it may be out of politeness.

The opposite of this is that plain speakers can seem rude and dominating to subtle speakers, as Americans can sound to the British – or the British to the Japanese. The British have a tendency to engage in small talk at the beginning and end of a telephone conversation. Questions about the weather, health, business in general and what one has been doing recently are all part of telephoning, laying a foundation for the true purpose of the call. At the end of the call there may well be various pleasantries, *Nice talking to you, Say hello to the family (if you have met them) and Looking forward to seeing you again soon.* A sharp, brief style of talking on the phone may appear unfriendly to a British partner. Not all nationalities are as keen on small talk as the British!

Being aware of these differences can help in understanding people with different cultural traditions. The difficulty on the telephone is that you cannot see the body language to help you.

Adapted from Faxes, phones and foreigners by kind permission of British Telecommunications pic.

- 1 Different cultures have the same ways of using language.
- 2 The Americans have a reputation for not making clear exactly what they mean.
- 3 If Japanese say an idea is interesting it may be out of politeness.
- 4 Having small talk at the beginning and end of a telephone conversation is important for the British.
- 5 All nationalities are as keen on small talk as the British.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Stock Market Overview

By Nigel Merriden

Stock Market has a huge arena and has diversified fields in it. It is not possible to give every detail of every topic of the wide array of Stock Market in this single article. Stock Market Overview gives a bird's eye-view on this vast field. A person interested in the Stock Market would appreciate our sincere effort to give a Stock Market Overview in Question-Answer format.

Stocks are certificates which represent ownership rights of the holder in a company.

Stock Market is an organized market where shares are issued and traded. These shares are either traded through Stock exchanges or Over-the-Counter (OTC) in physical or electronic form. Stock Market plays an important role in channelizing capital from the investors to the business houses which consequently leads to the availability of funds for business expansion.

The Stock Market can be divided into two parts, one is Primary Market and the other is the Secondary Market. Primary Market deals with securities that are channelized through the Initial Public Offer (IPO) route. After the issuance of the stocks to the general public, these stocks are then bought and sold by the investors between themselves in the Secondary Market. Here, the stock issuing corporation has no direct influence on these trades.

Stocks in the Stock Market are either traded through Stock Exchanges or Over-the-Counter. Stock Exchanges are organized market places where stocks, bonds and other equivalents are traded between the buyers and sellers. The contracts are standardized ones. But in case of Over-the-Counter, the trade takes place through a network of dealers and the contracts are bilateral customized ones.

Stock Prices are determined through price mechanism where the demand and supply of stocks work against one another and determine the price. If there is an excess demand for stocks then the price will rise and vice versa. Many economists refer this as the invisible hand of the market which determines the stock price known as the demand–supply mechanism.

Stocks basically are of three types, namely, Common Stock, Preferential Stock, and Convertible Preferential Stock. Common Stock gives ownership right to the holders of the stock. The holders are entitled to receive dividends whenever the company announces. Preferential Stock gives ownership right to its holders. Its holders enjoy the privilege of receiving dividends from the company in preference to any other common share holders. Convertible Preferential Stock

give its holders the option of converting them into common stocks of the issuing company. The dividends in these stocks are comparatively higher.

The participants of a Stock Market are Buyers, Sellers and Stock Brokers. Buyers are investors who buy a script in the belief that the market will rise. If his hinge becomes right then he makes profit otherwise he suffers loss. Seller of a stock sells in the hope that the stock price will go down. Stock Brokers are persons or firms who execute buy/sell order on behalf of the investors and charge a commission for rendering the service.

The platforms through which the stocks are traded are 1) Offline Stock Trading, and 2) Online Stock Trading. In case of Offline Stock Trading, the customer has to place order to the dealer of the stock broking firm either in person or over phone. But in case of the Online Stock Trading, the client could place his order on his own from any place he wants, provided he has a computer with an internet connection.

From The Financial Times

Варіант 5

1. Оберіть правильний варіант (а, b, c або d).

1. Faced with an investigation, the company admitted _____ a banned chemical

- a) use b) using c) to have used d) to use

2. I wouldn't invest in a company if I _____ out that they were any way involved in child labour.

- a) find b) found c) had found d) would find

3. Research _____ that this technology is not precise at all.

- a) was indicated b) are indicating c) indicated d) indicates

4. _____ mistakes is an important part of learning a language, so fear of getting it wrong should never stop you having a try.

- a) making b) going to make c) have made d) having to make

5. In the present atmosphere of political correctness, you _____ be very careful what you say to colleagues at work. An inappropriate joke could be seen as harassment.

- a) can b) have to c) may d) would

6. The company donates a lot of money to good causes. It also encourages staff _____ charities by matching any private donations they give.

- a) supporting b) support c) to support d) be supported

7. Should you be interested in learning more about us and our products, please send me a direct mailing address and I _____ post the catalogue and samples immediately.

- a) would like b) have c) am going to d) will

8. UK citizens _____ get a visa for travelling to the USA.

- a) shouldn't b) don't have to c) will not d) mustn't

9. Our company _____ in the business of producing and exporting stylish, quality ladies leather accessories for over 80 years.

- a) is b) has been c) was d) will be

10. A new manager _____ recruited until next year.

- a) will not be b) is not c) can't d) has

11. _____ there is no competition or profit-making in the public sector, there are very few cases of industrial espionage.

- a) after b) however c) already d) as

12. The company had to pay a fine after _____ guilty of paying for information from employees of one of their rivals.

- a) finding b) being found c) found d) have found

13. I had no idea that they were sold on the black market for \$10 _____ .

- a) every b) each c) one d) all

14. We _____ passwords but too many people forgot them and had to ring the IT department saying they were locked out of the computer system.

- a) were issuing b) have issued c) used to issue d) should issue

15. The interviewer asked _____ I had any experience of working with html.

- a) have b) how c) could d) whether

16. _____ we're competitors; it clearly makes sense for us to share the cost of basic research.

- a) Due to b) Although c) However d) Absolutely

17. There's no point _____ a system which is working perfectly well if you're not having any problems with it.

- a) to updated b) update c) in updating d) to updating

18. By the time the infrastructure upgrade is complete, they _____ over \$800m.

- a) will spend b) are going to spend c) will have spent d) will be spending

19. I _____ such a dramatic rise and fall in a company's fortunes.

- a) have never experienced c) has never experienced
b) didn't ever experienced d) don't experience

20. Opposition to globalization _____ stronger and stronger.

- a) had grown b) grew c) have grown d) is growing

Оберіть правильний варіант (a, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. The company Kenzo specializes in luxury goods.

- a) markets b) products c) facilities d) prices

22. He is a pleasant colleague, and very proficient at his job.

- a) skilled b) profitable c) productive d) active

23. The new computer system created a lot of interest among potential users.

- a) generated b) maintained c) lost d) showed

24. When the government increased the tax on petrol, there was a

consequent rise in transport costs.

- a) resultant b) considerable c) continuous d) simultaneous

25. The conference discussed new trends in this field of research.

- a) issues b) inventions c) tendencies d) discoveries

26. Computers have been evolving over hundreds of years.

- a) developing b) appearing c) discovering d) inventing

27. Efforts are needed in all countries to avoid pollution.

- a) come across b) elude c) bring about d) result in

28. It is usually more economical to buy large quantities of a product than small quantities.

- a) cheaper b) more common c) easier d) more expensive

29. The book summarizes recent developments in this field.

- a) concludes b) ends with c) is full of d) sums up

30. Technology is supplying science with more and more sophisticated instruments.

- a) providing b) demanding c) joining d) competing

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

THE DANGERS OF NOT LOOKING AHEAD

Risk management has undoubtedly moved up the corporate agenda in recent years with fears of war and terrorism being added to the usual list of business 50 worries.

Shivan Subramaniam, the Chairman and Chief Executive of FM Global, a commercial and industrial property insurer, says, "Corporations are operating in a turbulent world where businesses are seeking growth through globalization, outsourcing, consolidation, just-in-time delivery and cross-border supply, further increasing their potential exposure to risk." Add regulatory, legal and labour considerations, and you begin to understand the complex nature of business risk in the 21st century. FM Global believes the majority of all loss can be prevented or minimized and this should be the first part of any disaster recovery plan. It also

argues that prevention is better than cure and says there is a lot companies can do to stop such events from becoming a disaster in the first place.

However, research shows that more than one-third of the world's leading companies are not sufficiently prepared to protect their main revenue sources and have room for improvement. To best protect cash flow, competitive position and profit, companies need to assess the potential hazards that can impact top revenue sources and make sure there is business continuity planning.

A new research report from Marsh, the world's biggest insurance broker, found that half of European companies did not know how to manage the most significant risks to their business.

Most of Europe's senior executives surveyed admitted that they did not have procedures in place to manage properly operational and strategic risks, which were responsible for most company failures in the twenty-first century.

The survey found that the three most significant risks, and those that businesses felt least able to manage, were:

- Increased competition
- Adverse changes in customer demand
- Reduced productivity because of staff absenteeism and turnover.

While business leaders are aware that these risks are the most threatening to their future survival and growth they are scratching their heads when it comes to protecting their businesses against them. Management processes could easily help companies identify and address these risks. Instead, too many companies take a low-level approach to risk management preferring to focus on easy-to-solve risks, such as asset protection and health and safety.

1. The companies are paying more attention to risk management nowadays.

2. Businesses face greater risks.

3. Prevention of all loss isn't better than cure.

4. Businesses can't evaluate risks which can affect their profits.

5. Many companies take a low-level approach to risk management.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).
Building Employee Commitment: An Imperative for Business Success

By Gordon L. Simpson

The workplace is changing dramatically and demands for the highest quality of product and service is increasing. To remain competitive in the face of these pressures, employee commitment is crucial. This reality is applicable to all organizations but is of particular importance to small and medium sized businesses.

Employee behavior on the job is influenced directly – positively or negatively by his or her immediate supervisor. Positive influences are essential to strengthening employee commitment. Therefore the first step in building commitment is to improve the quality of management. Much has been written recently about the need for improving the education and training of our workforce. As important as this is, at least equal emphasis must be given to improving the quality of management if business is to succeed in achieving greater employee commitment and thereby its profitability.

The benefits of having the best trained workers using the most advanced technology can be nullified by poor people management practices by managers. Management skills which sufficed in the past are not adequate to meet the challenges facing business today.

In many organizations there is a growing commitment gap – a widening split between the expectations of employers and what workers are prepared to do. There are a number of reasons for this erosion of employee commitment; the most common one being a failure of management in some way or another. To succeed in the face of increasing competition, a business needs improved productivity at all levels. This requires the enthusiastic commitment of all employees which can only be achieved through better management practices.

Businesses need good people to succeed. Failure on the part of owners or senior leaders to ensure their managers and supervisors are trained and function effectively can lead to the loss of valued employees because the best employees are attracted to employers who place a premium on good people management.

The second key to success, namely customer service, cannot be achieved without dedicated and committed employees. It is the order clerks, customer service representatives, receptionists, and drivers who interact most with the customers. They relate to them in a manner consistent with how they themselves

are managed.

Properly managed employees can be motivated to achieve excellence in any area of a business. They will contribute willingly, and will do more than expected if they are managed well. Extraordinary results can be achieved by ordinary people if management does its job properly. Managing a business today is difficult enough without forfeiting a competitive advantage by lack of attention to its most valuable asset – its people.

It therefore follows that all organizations should give a high priority to its people management practices if they hope to success and prosper in the face of global competition and consumer demand for the highest quality of product and/or service.

From <http://www.mansis.com/page1218.htm> (9/6/2009)

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Ключі до варіантів, частина перша

ВАРІАНТ 1	ВАРІАНТ 2	ВАРІАНТ 3	ВАРІАНТ 4	ВАРІАНТ 5
1	1	1	1	1
1. – A	1. – C	1 – B	1. – B	1. – B
2. – C	2. – B	2 – D	2. – D	2. – B
3. – C	3. – C	3 – C	3. – D	3. – D
4. – B	4. – C	4 – A	4. – B	4. – A
5. – B	5. – D	5 – C	5. – B	5. – B
6. – D	6. – C	6 – D	6. – A	6. – C
7. – D	7. – B	7 – C	7. – C	7. – D
8. – D	8. – C	8 – D	8. – D	8. – B
9. – B	9. – A	9 – D	9. – A	9. – B
10. – A	10. – C	10 – C	10. – A	10. – A
11. – B	11. – C	11 – B	11. – B	11. – D
12. – B	12. – D	12 – B	12. – C	12. – B
13. – D	13. – B	13 – D	13. – C	13. – B
14. – A	14. – D	14 – A	14. – B	14. – C
15. – B	15. – B	15 – B	15. – D	15. – D
16. – D	16. – C	16 – B	16. – B	16. – B
17. – D	17. – A	17 – C	17. – B	17. – C
18. – B	18. – D	18 – B	18. – A	18. – C
19. – B	19. – B	19 – C	19. – C	19. – A
20. – C	20. – C	20 – D	20. – D	20. – D
21. – A	21. – A	21 – C	21. – D	21. – B
22. – D	22. – A	22 – A	22. – B	22. – A
23. – B	23. – A	23 – A	23. – A	23. – A
24. – C	24. – C	24 – B	24. – D	24. – A
25. – B	25. – C	25 – A	25. – C	25. – C
26. – A	26. – C	26 – C	26. – A	26. – A
27. – C	27. – C	27 – D	27. – C	27. – B
28. – A	28. – B	28 – D	28. – A	28. – A
29. – C	29. – C	29 – C	29. – C	29. – D
30. – D	30. – D	30 – B	30. – D	30. – A
2.	2.	2.	2.	2.
1. – TRUE	1. – FALSE	1 – TRUE	1 – FALSE	1. – TRUE
2. – FALSE	2. – FALSE	2 – FALSE	2 – FALSE	2. – TRUE
3. – FALSE	3. – TRUE	3 – FALSE	3 – TRUE	3. – FALSE
4. – TRUE	4. – TRUE	4 – TRUE	4 – TRUE	4. – FALSE
5. – FALSE	5. – TRUE	5 – TRUE	5 – FALSE	5. – TRUE

ЧАСТИНА ДРУГА

Варіант 1

1. Оберіть правильний варіант (a, b, c або d).

1. Faced with an investigation, the company admitted _____ a banned chemical
a) use b) using c) to have used d) to use
2. I wouldn't invest in a company if I _____ out that they were any way involved in child labour.
a) find b) found c) had found d) would find
3. Research _____ that this technology is not precise at all.
a) was indicated b) are indicating c) indicated d) indicates
4. _____ mistakes is an important part of learning a language, so fear of getting it wrong should never stop you having a try.
a) making b) going to make c) have made d) having to make
5. In the present atmosphere of political correctness, you _____ be very careful what you say to colleagues at work. An inappropriate joke could be seen as harassment.
a) can b) have to c) may d) would
6. The company donates a lot of money to good causes. It also encourages staff _____ charities by matching any private donations they give.
a) supporting b) support c) to support d) be supported
7. Should you be interested in learning more about us and our products, please send me a direct mailing address and I _____ post the catalogue and samples immediately.
a) would like b) have c) am going to d) will
8. UK citizens _____ get a visa for travelling to the USA.
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9. Our company _____ in the business of producing and exporting stylish, quality ladies leather accessories for over 80 years.
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10. A new manager _____ recruited until next year.
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11. _____ there is no competition or profit-making in the public sector, there are very few cases of industrial espionage.

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12. The company had to pay a fine after _____ guilty of paying for information from employees of one of their rivals.
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14. We _____ passwords but too many people forgot them and had to ring the IT department saying they were locked out of the computer system.
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15. The interviewer asked _____ I had any experience of working with html.
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16. _____ we're competitors; it clearly makes sense for us to share the cost of basic research.
a) Due to b) Although c) However d) Absolutely
17. There's no point _____ a system which is working perfectly well if you're not having any problems with it.
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b) didn't ever experienced d) don't experience
20. Opposition to globalization _____ stronger and stronger.
a) had grown b) grew c) have grown d) is growing
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21. The company Kenzo specialises in luxury goods
a) markets b) products c) facilities d) prices
22. He is a pleasant colleague, and very proficient at his job)
a) skilled b) profitable c) productive d) active
23. The new computer system created a lot of interest among potential users.
a) generated b) maintained c) lost d) showed
24. When the government increased the tax on petrol, there was a

consequent rise in transport costs.

- a) resultant b) considerable c) continuous d) simultaneous

25. The conference discussed new trends in this field of research.

- a) issues b) inventions c) tendencies d) discoveries

26. Computers have been evolving over hundreds of years.

- a) developing b) appearing c) discovering d) inventing

27. Efforts are needed in all countries to avoid pollution.

- a) come across b) elude c) bring about d) result in

28. It is usually more economical to buy large quantities of a product than small quantities.

- a) cheaper b) more common c) easier d) more expensive

29. The book summarizes recent developments in this field)

- a) concludes b) ends with c) is full of d) sums up

30. Technology is supplying science with more and more sophisticated instruments.

- a) providing b) demanding c) joining d) competing

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

COMPUTER LITERACY

Informed citizens of our information-dependent society should be computer-literate, which means that they should be able to use computers as everyday problem-solving devices. They should be aware of the potential of computers to influence the quality of life.

There was a time when only privileged people had an opportunity to learn the basics, called the three R's: reading, writing, and arithmetic. Now, as we are quickly becoming an information-becoming society, it is time to restate this right as the right to learn reading, writing and *computing*. There is little doubt that computers and their many applications are among the most significant technical achievements of the century. They bring with them both economic and social changes. "Computing" is a concept that embraces not only the old third R, arithmetic, but also a new idea – computer literacy.

In an information society a person who is computer-literate need not be an expert on the design of computers. He needn't even know much about how

to prepare *programs* which are the instructions that direct the operations of computers. All of us are already on the way to becoming computer-literate. Just think of your everyday life. If you receive a subscription magazine in the post-office, it is probably addressed to you by a computer. If you buy something with a bank credit card or pay a bill by check, computers help you process the information. When you check out at the counter of your store, a computer assists the checkout clerk and the store manager. When you visit your doctor, your schedules and bills and special services, such as laboratory tests, are prepared by computer. Many actions that you have taken or observed have much in common. Each relates to some aspect of a data processing system.

- 1) Informed citizens should be able to use computers every day.
- 2) The three R's meant reading, writing and arithmetic.
- 3) A computer-literate person should be a specialist in computer design.
- 4) Computers accompany us everywhere in our everyday life.
- 5) The text describes the methods of becoming computer-literate.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Girls' games

by Nik Peachey

Computer games have been criticised for quite some time over a whole range of issues. Some people say they are overly violent and encourage violent behaviour particularly in children. Others say that they make children hyperactive, unsociable and are bad for their eyes. Some have even attributed falling standards of literacy and a lack of interest in reading on them. Now, however, it seems that computer games have also become a feminist issue.

Game manufacturers have, for some time, been looking to increase the number of female game players. The vast majority of computer games still sell to a mainly male market. Perhaps this is because the violent nature of many of the games appeals more to males or perhaps because many of the main characters in the games are male. Manufacturers' attempts to produce more female characters and so increase their share of the female gaming market have met with serious criticism from many women's groups.

Whilst heroines such as Lara Croft of the Tomb Raider game are seen as providing positive role models of strong women, many believe that the character's unrealistic Barbie like proportions are subconsciously setting unattainable standards in the minds of young women. Perhaps a stronger criticism is that although many games now include female characters, their role is often secondary and they support the main, male, action characters within the games. Of course the nature of many of the games remains violent and destructive and this in itself could well continue to put off female gamers.

There are now, however, a number of web sites springing up on the World Wide Web to help women deal with this issue. Sites such as Game Girlz, Women Gamers and Game Gal offer game reviews, articles, discussion forums and even employment opportunities for women interested in becoming part of the rapidly expanding games industry. The games are reviewed by women from a very female perspective. Some rate the games from one to ten across a range of criteria which include the appearance of the female characters, the degree of intelligence attributed to them in the game and even the marketing attitude adopted by the company. The sites are obviously looking for games that move away from the very male dominated and violent nature of the majority of computer games. Many of them review games that are more constructive and developmental. Although the common fantasy themes of knights, witches and goblins still exist within these games, the aims are often very different. Instead of destroying opposing armies the aim of the game can be to make peace with them.

With this increased degree of awareness and involvement from women in the games industry many positive changes could be made that could encourage more women and young girls to become enthusiastic about technology and what it has to offer them. Perhaps we may even find more male gamers moving away from the traditional violent and destructive games towards the more positive values promoted by these more feminine role models, after all Tomb Raider is still one of the most popular computer games on the market, but perhaps that's too much to ask.

<http://www.britishcouncil.org/learnenglish-podcasts-themes.htm>

Варіант 2

1. Оберіть правильний варіант (a, b, c або d)

1. Nowadays the internet _____ the physical cost of communication.
a) eliminate b) is eliminating c) will eliminate d) was eliminating
2. Today I have _____ time than yesterday.
a) little b) less c) the least d) fewer
3. Make me a buzz if the task _____.
a) was made b) is made c) will be made d) are being made
4. Many plant species are currently being studied in the hope that they _____ provide sources for new drugs.
a) will b) must c) need d) is going to
5. Pierre moved to the USA and was given an opportunity of _____ at university.
a) to work b) having worked c) working d) worked
6. If you _____ me yesterday, I would have cancelled your appointment.
a) phoned b) would phone c) had phoned d) were phoned
7. The product is so popular that it's difficult _____ demand.
a) to meet b) meeting c) to be met d) having met
8. The shareholders _____ through the report when the incident happened.
a) look b) are looking c) have looked d) were looking
9. They might _____ me know at once, but they didn't.
a) have let b) had let c) let d) to let
10. _____ there had been an accident, we all arrived later .
a) Because b) Now that c) As though d) While
11. We wanted to rent a flat. _____ they were all too expensive.
a) For example b) Instead c) However d) Consequently
12. What they're really hoping is _____.
a) when he leaves c) therefore he leaves
b) it was he to be left d) that he'll leave soon.
13. In addition to her children, she wanted to bring a dog and two cats _____.
a) not only b) as the result that c) as well d) in the meanwhile
14. Desert flowers can be invisible for years _____ appear suddenly after heavy rain.

a) actually, but b) alternatively or c) consequently and d) nevertheless, so

15. The company _____ to achieve record sales this year.

a) want b) is wanting c) wants d) wanting

16. Tickets are required for admission. _____, those who don't have it won't get in.

a) Consequently b) Rather c) Similarly d) Subsequently.

17. The residents of Montclare valley are _____ only upset about some recent changes, but they're also very angry.

a) both b) either c) neither d) not

18. I have lost one of my gloves. I _____ it somewhere.

a) must drop b) must have dropped c) must be dropping d) must have dropping

19. There was one student who asked _____ it was okay to use a dictionary during the exam.

a) that b) why not to c) whether d) unless

20. _____ their clothes weren't actually provoking, they were often criticized.

a) Even though b) If only c) Unless d) Whether

Оберіть правильний варіант (a, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. Mimi Ito carefully puts together her packed lunches each morning.

a) keeps b) throws c) places d) fetches

22. People often post pictures on their online blogs.

a) postpone b) send c) fax d) deliver

23. The manager is able to keep a record of events that he is proud of.

a) arrange b) proclaim c) save d) eliminate

24. Try to get the chance to meet your future employer.

a) lose b) discover c) avoid d) find

25. She thinks that it's possible to stress the importance of the issue.

a) emphasize b) clarify c) aim d) notify

26. Sainsbury has lost market leadership to its competitor Tesco.

a) rival b) subsidiary c) retailer d) conglomerate

27. A company was in crisis: income was falling.

a) account b) cost c) frontiers d) revenue

28. The most urgent problem for now is to raise finance.

- a) issue b) demand c) policy d) sacrifice

29. Nowadays there are a lot of inventory problems that companies are trying to eliminate.

- a) outsource b) run out c) avoid d) vanish

30. The rate of unemployment decreased in 2004.

- a) strengthened b) soared c) evaluated d) went down

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

DREAM DEFERRED

IF ANY company captured the optimism (and possibly hype) emanating from China, it was BYD, whose three letters are said to be short for “build your dreams”. The Shenzhen-based company makes mobile-phone batteries, cars and solar panels, thereby combining growth prospects with green virtues. This appealing combination received a credibility boost in 2008 when a subsidiary of Warren Buffett’s Berkshire Hathaway bought a 10% stake.

Mr Buffett seemed to have picked another winner. Within a year the price of BYD’s shares had risen ninefold. The battery business, which had been a huge success, was drifting, but car sales were accelerating at a stunning pace, from none in 2003 to more than 500,000 last year, including the F3, a small sedan with a modest 60,000-yuan (\$9,150) price tag and numerous features like electric windows, cup-holders and iPod docks, which quickly became the most popular car in China.

Mr Laprise is still waiting for delivery; and BYD has announced a series of delays to another hybrid, intended for the American market. Meanwhile, in the hypercompetitive Chinese market, the F3 is suddenly an old model. Geely, another Chinese manufacturer, has an equally inexpensive but more modern car that is this year’s flavour. “Chinese buyers are proving to be more loyal to features than brands,” says Mr Laprise. “When something nicer comes along, they buy it.”

1. BYD makes mobile-phone batteries, cars and solar panels, etc.
2. Within a year the price of BYD’s shares hadn’t changed.
3. A small sedan, F3, became the most popular car in China because of numerous features.
4. Another Chinese manufacture has an expensive and more modern car.

5. Chinese customers are more loyal to brands than to features.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Skype

Skype was founded in 2003 by the Swedish entrepreneur Niklas Zennstrom and Dane Janus Friis. The Skype software was developed by Estonian developers Aliti Heinla, Priit Kasesalu and Jaan Tallinn, the same individuals who together with Niklas and Janus were also originally behind the peer-to-peer file sharing software Kazaa. In April 2003, Skype.com and Skype.net domain names were registered. In August 2003, the first public beta version was released.

One of the initial names for the project was “Sky peer-to-peer”, which was then abbreviated to “Skyper”. However, some of the domain names associated with “Skyper” were already taken. Dropping the final “r” left the current title “Skype”, for which domain names were available.

Skype is a software application that allows users to make voice calls over the Internet. Calls to other users within the Skype service are free, while calls to both traditional landline telephones and mobile phones can be made for a fee using a debit-based user account system. Skype has also become popular for its additional features which include instant messaging, file transfer, and video conferencing. The network is operated by a company called Skype Limited, which has its headquarters in Luxembourg.

Many network administrators have banned Skype on corporate, government and education networks, citing reasons such as inappropriate usage of resources, excessive bandwidth usage and security concerns. Skype acknowledges that "there is a risk of bandwidth saturation" when using Skype.

Registered users of Skype are identified by a unique Skype Name, and may be listed in the Skype directory. Skype allows these registered users to communicate through both instant messaging and voice chat. Voice chat allows calls between pairs of users and conference calling, and uses a proprietary audio codec. Skype's text chat client allows group chats, emoticons, storing chat history, offline messaging (since version 5) and editing of previous messages. The usual

features familiar to instant messaging users – user profiles, online status indicators, and so on – are also included.

The Online Number (aka Skypeln) service allows Skype users to receive calls on their computers dialed by regular phone subscribers to a local Skype phone number; local numbers are available for Australia, Belgium, Brazil, Chile, Colombia, Denmark, the Dominican Republic, Estonia, Finland, France, Germany, Hong Kong, Hungary, Ireland, Italy, Japan, Mexico, New Zealand, Poland, Romania, South Africa, South Korea, Sweden, Switzerland, the Netherlands, the United Kingdom, and the United States. A Skype user can have local numbers in any of these countries, with calls to the number charged at the same rate as calls to fixed lines in the country.

Video conferencing between two users was introduced in January 2006 for the Windows and Mac OS X platform clients. Skype 2.0 for Linux, released on March 13, 2008, also features support for video conferencing. Version 5 beta 1 for Windows, released May 13, 2010, offers free video conferencing with up to 5 people

Skype for Windows, starting with version 3.6.0.216, supports “High Quality Video” with quality and features, e.g., full-screen and screen-in-screen modes, similar to those of mid-range videoconferencing systems. Skype audio conferences currently support up to 25 people at a time, including the host.

Skype does not provide the ability to call emergency numbers such as 911 in the United States and Canada, 111 in New Zealand, 000 in Australia, 112 in Europe, or 999 in the UK. The U.S. Federal Communications Commission (FCC) has ruled that, for the purposes of section 255 of the Telecommunications Act, Skype is not an “interconnected VoIP provider”.

From ‘Computing in the Information Age’, 2nd edition, M. Sulley pages 179-182

Варіант 3

1.Оберіть правильний варіант (а, б, с або d)

1. Many companies want _____ more exposure so they create commercials in order to promote themselves and their products.

- a) gaining b) to have gained c) to be gained d) to gain

2. A depression is one type of economic crisis. If any type occurs, a nation's government _____ in to attempt to correct the situation and preserve economic stability.

- a) will step b) would have stepped c) has stepped d) will be stepped

3. During the recession, many foreclosures occurred. When people lost their jobs and could pay their mortgages _____, they lost their houses to the banks who owned them until the houses were paid-off in full.

- a) as long b) no longer c) any longer d) so long

4. Several companies during the recession _____ to pay their bills because they lacked the funds to do so. When a company is in this type of situation and petitions the courts to absolve the company of its debt, it is attempting to go bankrupt.

- a) were not able b) haven't been able c) couldn't d) hadn't had

5. Domestic and inter-bank payments in Ukraine are made through the real-time settlement system, called the System of Electronic Payments (SEP), which _____ since the mid 1990s and is owned and operated by Ukraine's central bank, the National Bank of Ukraine.

- a) will be in place b) has been in place c) have been in place d) had been in site

6. Many television commercials are created _____ persuade viewers into buying the aired products

- a) such as b) so as c) in order to d) in order

7. If someone is expected to make a payment on a loan and fails to do so, that person is said _____ on his or her payments.

- a) to have defaulted b) defaulting c) be defaulting d) have defaulted

8. America, England, Canada, and many other countries are capitalist countries. This means that their economic system is based on private ownership of resources and goods and services _____ in a free market.

- a) to have been exchanged c) being exchanged
b) were exchanged d) are exchanged

9. The line-graph depicting the company's profits over the last ten years _____ a roller-coaster highlighting the firm's fluctuating fortunes.
- a) was resembled b) have been resembled c) resembled d) would have resembled
10. We _____ raise our prices more than 5 %.
- a) aren't b) not to c) doesn't d) don't
11. Running your own business can provide really high job satisfaction – ____ .
- a) the satisfaction of being in charge of your own life
b) being unemployed
c) the satisfaction of being dependant
d) the way of being promoted
12. Customers _____ a 10% discount if they pay cash.
- a) offer b) were offered c) offered d) are offered
13. _____ they will receive an extra Christmas bonus this year.
- a) As long the boss has changed his mind
b) Unless the boss has changed his mind
c) However the boss has changed his mind
d) Provided the boss has changed his mind
14. Problems _____ should be considered well in advance.
- a) so as finding accommodation and immigration procedures
b) having found accommodation and immigration procedures
c) for finding accommodation and immigration procedures
d) such as finding accommodation and immigration procedures
15. _____ production fell last year.
- a) Since there were several strikes c) Though there were several strikes
b) For there were several strikes d) Despite of several strikes
16. _____ he would have made arrangements.
- a) If he have known b) If he had known c) If he has known d) If he knew
17. _____ experienced enough to get that job.
- a) She was old enough nor c) She was either old enough nor
b) Either she was old enough nor d) She was neither old enough nor
18. It's important _____ the less desirable aspects of job as well.
- a) to take care b) to take part c) to take into account d) taking part
19. It's important to make a good impression _____.
- a) because going for a job interview c) due to going for a job interview

b) when going for a job interview d) in spite of going for a job interview

20. _____ has to sign a contract.

a) Each employee b) Some employees c) Some of them d) Any employees

Оберіть правильний варіант (а, б, с або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. Many companies try to market their products as multi-functional items. For example, many commercials have short demonstrations that show the viewers how many different ways their products can be used.

a) know b) promote c) buy d) lessen

22. Many women across several sectors are still paid less than their male co-workers. Thus the fight for pay parity continues.

a) victory b) reinforcement c) partiality d) equality

23. Knowing the company was in trouble, the CEO suggested several key employees go before they were asked to leave. He said their best option might be to consider taking a voluntary redundancy package.

a) freewill b) fiscal c) compulsory d) minimal

24. Although this construction company makes a good profit, it has to pay out considerable sums in compensation to workers who are injured.

a) benefit b) income c) refund d) payment

25. Many sales' associates up-sell in order to increase sales. This is when associates try to sell more products to customers as add-on items. For example, a sales' associate may try to sell you shoe polish when you buy a pair of shoes.

a) extra b) second c) alternative d) further

26. The firm has excellent customer relations.

a) consumer b) client c) sales – assistant d) staff

27. When the prices of goods fall on a national level because of a decrease in demand, deflation is occurring.

a) capital movement b) disinflation c) ignition d) inflation

28. Let's have a look at my presentation about opening a new shop next week.

a) store b) market c) branch d) subsidiary

29. When someone wants to make his/her opinions or products public, you can say that he/she wants to publicize them.

a) oppose b) advertise c) watch d) pry

30. Although Ukraine is not a European Union (EU) candidate country, it is looking more towards the EU rather than Russia for its political and macroeconomic model.

a) delegate b) nominee c) participant d) applicant

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

Coca - Cola

The world famous fresh drink Coca-Cola first was an all purpose medicine, made in 1886 by a druggist from Atlanta, who made a brown syrup by mixing coca leaves and cola nuts. The syrup wasn't a success and then another druggist, Jacobs, had an idea of selling Coca-Cola as a soda fountain drink. He mixed the syrup with soda water. Soon everyone was going to soda fountains and asking for Coca-Cola. An immigrant from Ireland, as a Candler bought the recipe of the drink and having registered the company, became its father in 1892. In 1899 the first bottling factory was opened. The shaped bottle, as we know it today was invented in 1916 to protect the trademark. And again the World War I helped to make Coca-Cola popular outside America, when the Coca-Cola Company sent bottles of the drink to US soldiers fighting in Europe. It became so popular with the soldiers that the US Army asked the company to start ten factories in Europe. It's a curious thing but of 1903 coca leaves were no longer used in the drink. The exact ingredients and the quantities are not known – the Coca-Cola Company keeps its recipe a secret.

1. Coca-Cola first was an all-purpose medicine.
2. Coca-Cola was made by a Canadian druggist in 1886.
3. Coca-Cola was made from a syrup by mixing cola leaves and cola nuts.
4. Jacobs mixed the syrup with soda water.
5. An immigrant from England bought the recipe of the drink

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

Mergers and Acquisitions in Telecom Sector – Telecommunications Industry mergers and acquisitions

The number of mergers and acquisitions in Telecom Sector has been increasing significantly. Telecommunications industry is one of the most profitable and rapidly developing industries in the world and it is regarded as an indispensable component of the worldwide utility and services sector. Telecommunication industry deals with various forms of communication mediums, for example mobile phones, fixed line phones, as well as Internet and broadband services.

Currently, a slew of mergers and acquisitions in Telecom Sector are going on throughout the world. The aim behind such mergers is to attain competitive benefits in the telecommunications industry.

The mergers and acquisitions in Telecom Sector are regarded as horizontal mergers simply because of the reason that the entities going for merger or acquisition are operating in the same industry, that is telecommunications industry.

In the majority of the developed and developing countries around the world, mergers and acquisitions in the telecommunications sector have become a necessity. This kind of mergers also assists in creation of jobs.

Both transnational and domestic telecommunications services providers are keen to try merger and acquisition options because this will help them in many ways. They can cut down on their expenses, achieve greater market share and accomplish market control.

Mergers and acquisitions in the telecommunications sector have been showing a prosperous trend in the recent past and the economists are advocating that they will continue to do so. The majority of telecommunication services providers have understood that in order to grow globally, strategic alliances and mergers and acquisitions are the principal devices.

Private sector investment and FDI (Foreign Direct Investment) have also boosted the growth of mergers and acquisitions in the telecommunications sector.

Over the last few years, a phenomenal growth has been witnessed in the number of mergers and acquisitions taking place in the telecommunications industry. The reasons behind this development include the following:

- Deregulation
- Introduction of sophisticated technologies (Wireless land phone services)
- Innovative products and services (Internet, broadband and cable services)

Economic reforms have spurred the growth in the mergers and acquisitions industry of the telecommunications sector to a satisfactory level.

Mergers and acquisitions in Telecom Sector can also have some negative effects, which include monopolization of the telecommunication products and services, unemployment and others. However, the governments of various countries take appropriate steps to curb these problems.

In countries like India, mergers and acquisitions have increased to a considerable level from the mid 1990s. In the United States, the mergers and acquisitions in the telecommunications sector are going on in a full-fledged manner.

The mergers and acquisitions in the telecommunications sector are governed or supervised by the regulatory authority of the telecommunication industry of a particular country, for instance the Telecom Regulatory Authority of India or TRAI. The regulatory authorities always keep a tab on the telecommunications industry so that no monopoly is formed.

From 'Computing in the Information Age', 2nd edition, A. S. Wiley, pages 29-32

Варіант 4

1.Оберіть правильний варіант (а, b, c або d)

1. Market share is the proportion of the total market which one company _____.
a) has been controlled b) will control c) controls d) can be controlled
2. Companies try to broadcast their television commercials to a large number of viewers at one time. However, this kind of advertising is _____.
a) the much expensive c) the more expensive
b) very much expensive d) very expensive
3. Many women across several sectors _____ less than their male co-workers.
a) has been paid b) are paid c) to be paid d) must be paid
4. If you _____ understand the local market you will have problems there.
a) won't b) will c) didn't d) don't
5. Some food-related commercials try _____ viewers by presenting scrumptious and delicious meals on television.
a) enticing b) to enticing c) to get enticed d) to entice
6. In cash-and-carry you buy for cash and you _____ the goods away yourself.
a) could have taken b) must take c) must be taken d) can be taken
7. Many workplaces now _____ maternity leave to mothers of new babies.
a) offer b) is offering c) have been offering d) are offered
8. They worked hard all month _____ they could get the project finished.
a) so as that b) so that c) as that d) for that
9. The economic system of America, England, Canada, and many other countries _____ on private ownership of resources and goods and services are exchanged in a free market.
a) are based b) basing c) is based d) have been based
10. A _____ centre provides information and sells or advertises its goods or services by telephone.
a) calling b) having called c) to call d) call
11. Ukraine is currently in the process of acceding to the World Trade Organisation (WTO) and this will also mean increasing standardisation of the financial environment and _____.
a) would have been resulted in a more attractive environment for foreign investors

- b) will result in a more attractive environment for foreign investors
- c) will be resulted in a more attractive environment for foreign investors
- d) have resulted in a more attractive environment for foreign investors

12. Many companies and celebrities try to gain more media attention so that they and/or their products _____.

- a) got more exposure
- b) have got more exposure
- c) get more exposure
- d) get less exposure

13. Many of these buyers were not able to afford the large mortgages made available to them and _____.

- a) should not have received them in the first place
- b) should have received them in the first place
- c) should received them in the first place
- d) should be received in the first place

14. It was a stroke of luck that Jane was available when the job _____.

- a) was come up
- b) came up
- c) has come up
- d) had been come up

15. The target audience for this advertisement _____ mainly teenagers.

- a) was
- b) were
- c) have been
- d) are

16. During the recession, the real estate markets were hit hard. For example, many houses in California lost _____.

- a) much more their previous value
- b) much than half their previous value
- c) much more half their previous value
- d) more than half their previous value

17. Many years ago, companies used to embed subliminal messages in movies and TV programs. However, _____.

- a) this practice are now illegal in Canada and the US
- b) this practice is now legal in Canada and the US
- c) this practice is now illegal in Canada and the US
- d) this practice was illegal in Canada and the US now

18. The board _____ unhappy about falling prices.

- a) has
- b) is
- c) have
- d) will

19. Time Warner owns CNN _____ many other cable channels.

- a) despite
- b) while
- c) as well as
- d) together

20. People do not believe that liberalization is _____ way to achieve efficiency.

- a) the one
- b) a one
- c) only the
- d) the only

Оберіть правильний варіант (a, b, c або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. Market research is the collection and examination of information about things that people might buy.

- a) development b) analysis c) poll d) survey

22. The advantages of living in a big city rather than in a village are that there are more interesting jobs, more cinemas and more places where you can have fun.

- a) earnings b) considerations c) benefits d) effects

23. And now a few words about our new employee.

- a) advisor b) representative c) manager d) colleague

24. When a country's government takes ownership of an industry or asset from the private sector this is called nationalization.

- a) globalization b) socialization c) privatization d) diversification

25. This event elevated Ukraine's global profile and is also seen as the starting point of the real interest shown by foreign investors in the country's financial services sector.

- a) image b) structure c) cutout d) character

26. We also have a series of public lectures given by guest speakers.

- a) number b) matter c) means d) sort

27. Domestic and inter-bank payments in Ukraine are made through the real-time settlement system, called the System of Electronic Payments (SEP), which has been in place since the mid 1990s and is owned and operated by Ukraine's central bank, the National Bank of Ukraine

- a) accessed b) opposed c) possessed d) privatized

28. The Ukrainian hryvnia is not yet fully convertible, but is expected to be completely deregulated soon.

- a) conveyable b) hard currency c) conversable d) currency

29. During the recession, many businesses had to pay high interest rates to obtain available capital because it was in short supply

- a) rates of interest b) percentage c) ratio d) rate

30. Many commercials advertise sales and marked-down items. For example, a spokesman might say, "We are slashing all prices this weekend!" This means that regular priced items are reduced by a large amount during this particular sales event.

- a) elevating b) moving c) jacking d) cutting

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

Fast Food of America:

Have you ever enjoyed a hamburger, sitting on a lawn? May be you're against all these hot dogs and cheeseburgers, because it's a junk food. Any way, it is always interesting to find out something about the origin and history of such trifles, which make our life more comfortable. They really make life more pleasant, especially outdoors, don't they? Pop-Corn. It's impossible to imagine American take-away food or snacks without popcorn. Clear as a day, it is made from corn. But what about the first part of the word "pop". Actually, when you put a kernel of corn on a fire, the water inside makes the corn explode. This makes a "pop" noise. That is why we call it popcorn. It's an interesting thing to know that not all corn pops. A seed of corn must contain 14% of water in it. Other kinds of corn have less water and do not pop. The American Indians, who popped corn a long time ago, knew that special sort. They introduced corn to the first settlers. In 1620 when Pilgrims had a Thanksgiving dinner they invited the Indians, who brought popcorn with them. Since that time Americans continued to pop corn at home. But in 1945 a new machine was invented that changed the history of the product. The electric machine enabled to pop corn outside the home. And soon movies started selling popcorn to make more money.

1. Hot dog is the most popular take-away food in America.
2. The first part of the word "pop" means explode.
3. Only a seed which contains 14% of water in it can pop.
4. The Pilgrims introduced the first pop-corn.
5. In 1945 an electric machine was invented to pop corn outside the home.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).
Sharing the advertising pie

By Ronnie Scott

Six years ago, ad executive Ed Robinson carried out an experiment. He spent \$10,000 to produce a humorous video about a man who meets an explosive end while inflating a child's raft. He attached his firm's Web address to the clip and emailed it to five friends. Then he waited.

By the end of the week, more than 60,000 people had seen the twelve-second video, Robinson says. The video had "gone viral", passing from Robinson's friends to their own friends and from there to blogs and sites across the Web. Within three months, Robinson's Web site received 500,000 hits.

For Robinson, the traffic was confirmation that the video and others like it could create a buzz and, in turn, make big bucks.

Companies have gotten the message. Lured by the prospect of reaching millions of consumers without also spending millions of dollars for television air time or space in print media, companies have shifted more ad dollars to the Net. Video viral marketing – so named because it relies on computer users to spread commercials from person to person – has expanded from a negligible piece of the advertising pie to a \$150 million industry, researchers estimate.

However, viral marketing has become a victim of its own success. As more ads and user-created videos go online, getting ads to go viral has become increasingly difficult. Whereas these ads were once relatively rare, they now have to compete with millions of other video clips. Companies need to spend more to give their message an edge. Today, Robinson's London company, The Viral Factory, charges \$250,000 to \$500,000 to create ads he guarantees will reach a wide audience.

Not only do advertisers need to spend more to make the ads, but increasingly, they have to pay to get them seen in the first place. Rather than waiting for new videos to drop into their mail boxes, users are now going to sites like *YouTube* for entertainment. After all, users go to these sites to see the videos most people find interesting, not ones some company paid to place.

Neither the sites nor advertising companies want virals to become the new online spam. Still, with people spending more time on the Net, it seems highly likely that viral video advertisements will become mainstream before long. And, as competition for online user attention increases, companies will be forced to do more to ensure their ads are watched.

From Business.

Варіант 5

1.Оберіть правильний варіант (а, b, c, або d)

1. John _____ that movie ten days ago
a) saw b) have seen c) has seen d) sees
2. Don't forget to take your umbrella) It _____
a) will rain b) has raining c) will be rained d) rained
3. Why are you holding a piece of paper? – I _____ a letter to my friend who lives in Boston.
a) am going to write b) will write c) write d) wrote
4. Olga is going to _____ English perfectly by the time she goes to the USA)
a) will have learnt b) learn c) has learnt d) learns
5. This city was _____ city in our country
a) more polluted b) the most polluted c) polluted d) most polluted
6. As soon as the weather clears up, we _____ down to the beach and go swimming
a) walk b) will walking c) will walk d) would walk
7. The skirt _____ you anymore. You should lose some weight.
a) will not have fitted b) doesn't fit c) has fitted d) isn't being fitted
8. Last week my next-door neighbour _____ to a corner shop to buy a bar of chocolate.
a) had been gone b) would go c) went d) would have gone
9. You look really great! _____ at the fitness centre?
a) Had you been exercising c) Do you exercise
b) You have been exercising d) Will you exercise
10. The Getty Museum in Malibu, California _____ by a US businessman who owned an oil company last year.
a) are going to be built b) had been built c) have been built d) was built
11. The patient felt _____ and _____
a) the worse, the worse b) worst, worst c) bad, bad d) worse, worse
12. What would she say if she _____ him here?
a) finds b) would find c) found d) will find
13. Sarah has got very bossy since she became a manager. I wish she _____ so much.

a) has changed b) doesn't change c) change d) hadn't changed

14. The corporation _____ by his great grandmother was sold last week.

a) founded b) to found c) found d) founding

15. It made her _____ like a child fastened into a railed crib)

a) to feel b) feel c) feels d) felt

16. Max said he _____ the Browns to the party

a) invites b) had invited c) have invited d) will invite

17. If you won a million pounds, what _____ you _____ to buy?

a) will, like b) would, like c) would, have liked d) shall, like

18. The country _____ to its knees by economic problems and political instability

a) has been brought b) must be brought c) will bring d) brings

19. 'There is no reason for us _____', she said peacefully.

a) fight b) to fighting c) fights d) to fight

20. When Allan went to Britain he found it difficult to get used to _____ on the left-hand side of the road)

a) drove b) driving c) drive d) being driven

Оберіть правильний варіант (а, б, с або d), який може бути використано на місці підкресленого слова або словосполучення без зміни змісту речення.

21. The difference in weather between the states of the country is very noticeable.

a) compare b) comparison c) contrast d) contrasting

22. Cuts in spending will have a serious result on the National economy

a) afford b) affect c) effect d) effort

23. They raised taxes on the presumption that it would help control spending.

a) assumption b) expansion c) assurance d) assignation

24. Can you tell me the distinction between a good car and a bad one?

a) contrast b) difference c) differentiate d) diversity

25. The country badly needed to increase its overall standard of living and attempted to achieve its targets – those of free education and healthcare – within ten years.

a) meet b) benefit c) presume d) calculate

26. I want you to illustrate your point by providing some supporting examples.

- a) receiving b) removing c) obtaining d) supplying
27. Malcolm assured the bank manager that he would be able to repay the loan.
- a) guaranteed b) ensured c) insured d) resurrected
28. More and more students decide to study for a Master's degree to enhance their knowledge.
- a) employ b) improve c) evaluate d) apply
29. The experiments were conducted simultaneously in London and Rome.
- a) at the same time b) step by step c) in the same place d) from time to time
30. When testing a hypothesis, every effort is made to eliminate subjective or biased ideas.
- a) consider b) modify c) avoid d) reduce

2. Прочитайте текст. Визначте, чи є наступні речення правильними (True) чи ні (False) відповідно до тексту.

‘NoDo’ rolling out to some T-Mobile phones

By Hayley Tsukayama

Owners of the Dell Venue Pro and the HTC HD7 should be seeing the Windows Phone 7 “NoDo” update hit their handsets soon. According to the spreadsheet Microsoft posted to track updates, the company has started sending the update to those handsets.

Microsoft has seen considerable customer backlash for NoDo delays. The update was originally scheduled to arrive the first week of March, and was then pushed back to the second half of the month. Microsoft apologized for the update delays in a blog post from spokesman Eric Hautala:

I know many of you are disappointed, even angry. You certainly have a right to be. We’ve fallen far short of your expectations, and our own, and for that I’m truly sorry. We didn’t set out to let you down. But it’s clear we did. Whether you’re someone who has followed our progress from the start, or are new to Windows Phone, you deserve the updates we’ve promised. My job is to get us on the right path and deliver them.

Hautala, whose official title is “General Manager, Customer Experience Engineering,” also said that some users may get two updates for their phones – the February update that caused problems with some handsets and the latest update. He said that those updates could arrive days or even a week or two apart.

From the Washington Post

1 People who bought the Dell Venue Pro and the HTC HD7 should be seeing the Windows Phone 7 “NoDo” update hit their handsets soon.

2 The update was originally scheduled to arrive the second week of March, and was then pushed back to the first half of the month.

3 Microsoft apologized for the update delays in Facebook.

4 Microsoft spokesman Eric Hautala said: “My job is to get us on the right path and buy them”.

5 Hautala said that some users may get two updates for their phones.

3. Прочитайте текст. Складіть анотацію до тексту (5-7 речень).

E-commerce

by J.Noel

The term e-commerce embraces all the ways of transacting business via electronic data. But it is most closely identified with commerce transacted over the internet, and it is the internet that has put e-commerce near the top of the corporate agenda in the first years of the 21st century.

E-commerce is merely an elision of electronic commerce, but it embodies a revolutionary idea: that electronic commerce is qualitatively different from ordinary time-worn commerce, that there is a paradigm shift in the way that business is conducted in the world of e-commerce. Doing business via the internet is not only much quicker and much cheaper than other methods, it is also thought to overturn old rules about time, space and price. There is the much-vaunted death of distance: a customer 10,000 miles away becomes as accessible as one around the corner. And e-commerce has created the phenomenon of the long tail.

Furthermore, economies of scale are undermined. In its report “Making Open Finance Pay”, Forrester Research, an American research company, gave examples of the way in which the internet had altered the pricing structure of a number of industries, particularly those with high information content. Before the advent of the internet it cost \$100 to make an equity market order. Afterwards it cost just \$15, an 85% fall in price, far more than could ever have been gleaned from traditional economies of scale. This is a revolution for organizations whose structures and strategies have built-in assumptions about relationships between price and volume.

Electronic commerce has grown rapidly. Online sales in the United States are reckoned to have grown by some 18% in 2007. The country's five largest online retailers (often called e-tailers) were Amazon, Staples, Office Depot, Dell and Hewlett-Packard. Dell became a market leader in computers through early use of the internet to sell goods and services direct to consumers, and to buy components from suppliers.

For banks, the economic logic of e-commerce is compelling. It has been estimated that a banking transaction over the telephone costs half as much as the same transaction conducted over a counter in a traditional branch, and that an ATM transaction costs a quarter as much. But a banking transaction over the internet costs a mere 1% of an over-the-counter transaction at a branch.

E-commerce also allows unknown firms to establish new businesses cheaply and rapidly, and to compete with old-timers. This they do not only by cutting prices and offering wider choices, but also by allowing consumers to make real-time price comparisons and to switch rapidly (and frequently) to the cheapest provider.

This control that consumers have over prices has led some analysts to predict that e-commerce can at best only ever be a low-margin business, and at worst a no-margin business.

From Economist

Ключі до варіантів, частина друга

ВАРІАНТ 1	ВАРІАНТ 2	ВАРІАНТ 3	ВАРІАНТ 4	ВАРІАНТ 5
1.	1.	1.	1.	1.
1. – B	1. – B.	1. – D	1. – C	1. – A.
2. – B	2. – B.	2. – A	2. – D	2. – A.
3. – D	3. – B.	3. – B	3. – B	3. – A.
4. – A	4. – A.	4. – A	4. – D	4. – B.
5. – B	5. – C.	5. – B	5. – D	5. – B.
6. – C	6. – C.	6. – C	6. – B	6. – C.
7. – D	7. – A.	7. – A	7. – A	7. – B.
8. – B	8. – D.	8. – D	8. – B	8. – C.
9. – B	9. – A.	9. – C	9. – C	9. – C.
10. – A	10. – A.	10. – D	10. – D	10. – D.
11. – D	11. – C.	11. – A	11. – B	11. – D.
12. – B	12. – D.	12. – D	12. – C	12. – C.
13. – B	13. – C.	13. – B	13. – A	13. – D.
14. – C	14. – A.	14. – D	14. – B	14. – A.
15. – D	15. – C.	15. – A	15. – A	15. – B.
16. – B	16. – A.	16. – B	16. – D	16. – B.
17. – C	17. – D.	17. – D	17. – C	17. – B.
18. – C	18. – B.	18. – C	18. – B	18. – A.
19. – A	19. – C.	19. – B	19. – C	19. – D.
20. – D	20. – A.	20. – A	20. – D	20. – B.
21. – B	21. – C.	21. – B	21. – B	21. – C.
22. – A	22. – B.	22. – D	22. – C	22. – C.
23. – A	23. – C.	23. – A	23. – D	23. – A.
24. – A	24. – D.	24. – C	24. – B	24. – B.
25. – C	25. – A.	25. – A	25. – A	25. – A.
26. – A	26. – A.	26. – B	26. – A	26. – D.
27. – B	27. – D.	27. – B	27. – C	27. – A.
28. – A	28. – A.	28. – A	28. – B	28. – B.
29. – D	29. – C.	29. – B	29. – A	29. – A.
30. – A	30. – D.	30. – D	30. – D	30. – C.
2.	2.	2.	2.	2.
1 – True	1. – True	1 – True	1 – False	1 – True
2 – True	2. – False	2 – False	2 – True	2 – False
3 – False	3. – True	3 – True	3 – True	3 – False
4 – True	4. – False	4 – True	4 – False	4 – False
5 – False	5. – False	5 – False	5 – True	5 – True

Навчальне видання

МЕТОДИЧНІ ВКАЗІВКИ

для підготовки до складання комплексного вступного іспиту з англійської
мови до магістратури

Укладач: ТОМІЛІН Олександр Михайлович

Відповідальний за випуск О.І. Горошко

Роботу до видання рекомендувала Т.О. Снігурова

За авторською редакцією

Комп'ютерна верстка

Т.О. Михайлик

План 2012 р., поз.194/

Підп. до друку Формат 60x84 1/16. Папір офсетний.

Riso-друк. Гарнітура Таймс. Ум. друк. арк. 2,0

Наклад 50 прим. Зам. № Ціна договірна.

Видавничий центр НТУ "ХП".

Свідоцтво про державну реєстрацію ДК № 3657 від 24.12.2009 р.

61002, Харків, вул. Фрунзе, 21

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